

**For Immediate Release**

May 12, 2014

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## **Pedal in and Get a Discount**

### ***Bike to Shop Day connects cyclists to 75 local retailers***

SAN JOSE, CA — More than 75 Silicon Valley retailers, including 30 in San Jose, will join local cyclists on Saturday, May 17 for the inaugural [Bike to Shop Day](#) in celebration of National Bike Month. Bike to Shop Day connects retailers and cyclists by offering discounts on goods at stores in neighborhoods including Downtown San Jose, Willow Glen, and Japantown.

“We’re excited that Silicon Valley’s first Bike to Shop Day will get rolling in central San Jose,” said Kim Walesh, San Jose’s Director of Economic Development. “This event invites our cyclists to support a ‘shop local’ culture and helps our residents discover neighborhood stores and build a stronger sense of community.”

- When:** Saturday, May 17, 2014  
10:00 a.m.: Stores open  
1:00 p.m.: Cyclists convene for lunch in Downtown San Jose
- Where:** Retail stores in Downtown San Jose, Willow Glen, and Japantown
- How:** List of participating shops and locations: <http://biketoshopday.org/>

### **About Bike to Shop Day**

Bike to Shop Day encourages people to ride bicycles for everyday transportation as part of National Bike Month celebrations. This one-day promotion encourages people to shop by bike at local businesses. Shop owners and bicyclists interested in participating in Bike to Shop Day can find more information, sign up, learn about rides through San Jose’s business districts and find tips on how to best shop by bike at <http://biketoshopday.org/>. Follow the social media conversation at #BikeToShop and on Facebook.

### **About San Jose Office of Economic Development**

The San Jose Office of Economic Development is committed to a vital, competitive local economy that increases prosperity for people and companies. OED guides economic strategy, provides assistance for business success, connects employers with trained workers, and provides arts and cultural resources to our community. For more information, visit [www.sjeconomy.com](http://www.sjeconomy.com) and follow us @sjeconomy, #sjplace.

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